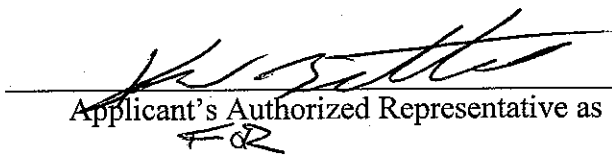


City of Dana Point 33282 Golden Lantern, #203 Dana Point, CA 92629		Proposed Date of Completion: January, 2012	
		Grant Amount Requested: \$340,000.00	
		If Joint Proposal, list participating entities/ contact person	
		City	X
		County	
		MPO	
		COG	
		RTPA	
		JPA	
		Joint Proposal	
Lead Applicant's Name: City of Dana Point			
Title of Proposal: City of Dana Point Doheny Village Plan			
Applicant's Representative Authorized in Resolution		Person with Day to Day Responsibility for Plan	
Name: Douglas C. Chotkevys Title: City Manager Phone: (949) 248-3513 Email: dchotkevys@danapoint.org		Name: Kyle Butterwick Title: Director of Community Development Phone: (949) 248-3563 Email: kbutterwick@danapoint.org	
Focus Area		Program Objectives	
X	Focus Area #1	X	EDC Benefits
	Focus Area #2		
	Focus Area #3	X	Improve Air and Water Quality
Eligibility Requirements		X	Promote Public Health
X	Consistent with State Planning Policies	X	Increase Affordable Housing
X	Reduces GHG Emissions on a Permanent Basis	X	Increase Infill and Compact Development
X	Collaboration Requirement	X	Revitalize Urban and Community Centers
Priority Considerations		X	Protect Natural Resources and Agricultural Lands
X	Demonstrates Collaboration & Community Involvement	X	Reduce Automobile Usage and Fuel Consumption
X	Addresses Climate Change Impacts	X	Improve Infrastructure Systems
X	Serves as Best Practices	X	Promote Water Conservation
X	Leverages Additional In-Kind Resources	X	Promote Energy Efficiency and Conservation
X	Leverages Additional Fund Resources	X	Strengthen the Economy
X	Serves an Economically Disadvantaged Community		
I certify that the information contained in the plan application, including required attachments, is complete and accurate			
Signature: 		August 31, 2010	
Applicant's Authorized Representative as Shown in Resolution FOR		Date	
Print Name and Title		Douglas C. Chotkevys, City Manager	

PROPOSAL SUMMARY STATEMENT: SUSTAINABLE COMMUNITIES PLANNING

Community Need

Doheny Village is in need of revitalization, as indicated by commercial vacancies, underutilized properties, and lack of new investment—especially in comparison to its potential. This is a trend that must be reversed if Doheny Village is to be renewed as a viable community center, attract area reinvestment and renewal and be developed in a sustainable manner. A residual effect has been a strain on our sub-regional economy.

With the completion of the proposed Doheny Village Plan, Dana Point will have an opportunity of creating a juncture of favorable circumstances while meeting the intent to reduce GHG emissions within the area. In summary, Dana Point's scope of work for its proposal is comprised of the following:

- Phase I – Development of the Doheny Village Plan.
- Phase II – Project Coordination, Community Participation and Public Outreach Program.
- Phase III - Technical Studies and Reports related to air quality, circulation and mobility, infrastructure, land use, noise, and water quality, parking and market feasibility in order to substantiate the analyses for the Doheny Village Plan and the corresponding environmental documents. Although preparation of environmental documents is not included as part of the grant application, due to the fact that such work product is not an eligible activity under the grant guidelines, the City of Dana Point finds that the need for the completion of these studies and reports are a critical and valuable component in order to ensure the success of the proposed Doheny Village Plan.

Concurrence with Regional Objectives

As concurred by the attached letter from Huasha Liu (Director, Land Use and Environmental Planning), dated August 26, 2010, SCAG has found that the City of Dana Point's application would be consistent with Regional Transportation goals and Compass Growth Visioning principles, as well as implementation of SB375.

COMMUNITY PROFILE

The City of Dana Point covers 6.5 square miles located in southern Orange County, and is approximately one-half way between Los Angeles and San Diego. Dana Point is along the Pacific Ocean, and is bordered by the cities of Laguna Niguel and Laguna Beach to the north, San Juan Capistrano to the east, and San Clemente to the south. The Doheny Village Plan area consists of approximately 170 acres. The area is bounded generally by San Juan Creek on the west, Pacific Coast Highway on the south, the Dana Point City limits on the north and the Interstate 5 access ramp (SR-1/I-5 connector) on the east. The Doheny Village Plan area is comprised of a mixture of commercial, professional, industrial, lodging, institutional, and residential uses. Major uses within the Plan area include a mobile home park, two churches, a bus storage yard, assorted commercial establishments, including individual businesses, small shopping centers and lumber yards.

According to the Community FactFinder Report (Project ID: 10162), dated August 25, 2010, prepared by the California State Parks Department, the population within the Doheny Village Plan area is 2,760 (in which 238 people live below the poverty level) and the median household income is \$62,197, which is 71.3% of the \$87,200 median household income of the Orange County SCAG sub-region.

The neighborhood known as "Doheny Village" is the original downtown area of Capistrano Beach, one of Dana Point's three distinctive subcommunities. Along with Dana Point's Town Center district, Doheny Village is one of the oldest commercial areas in the City (early subdivisions date back to the 1920's). Aside from a few small, scattered projects, the area has not seen substantial new development since the construction of the Capistrano Plaza Shopping Center in 1965 and has not kept pace with other areas of the City and surrounding communities. Today, Doheny Village is in a state of physical and economic decline including commercial vacancies, underutilized properties, and lack of new investment. The Doheny Village Plan will be a catalyst to revitalize the area as a viable community center, attract area reinvestment and renewal and be developed in a sustainable manner. The question is, what are the most effective ways to help Doheny Village reach its potential while maintaining its character in the Capistrano Beach community.

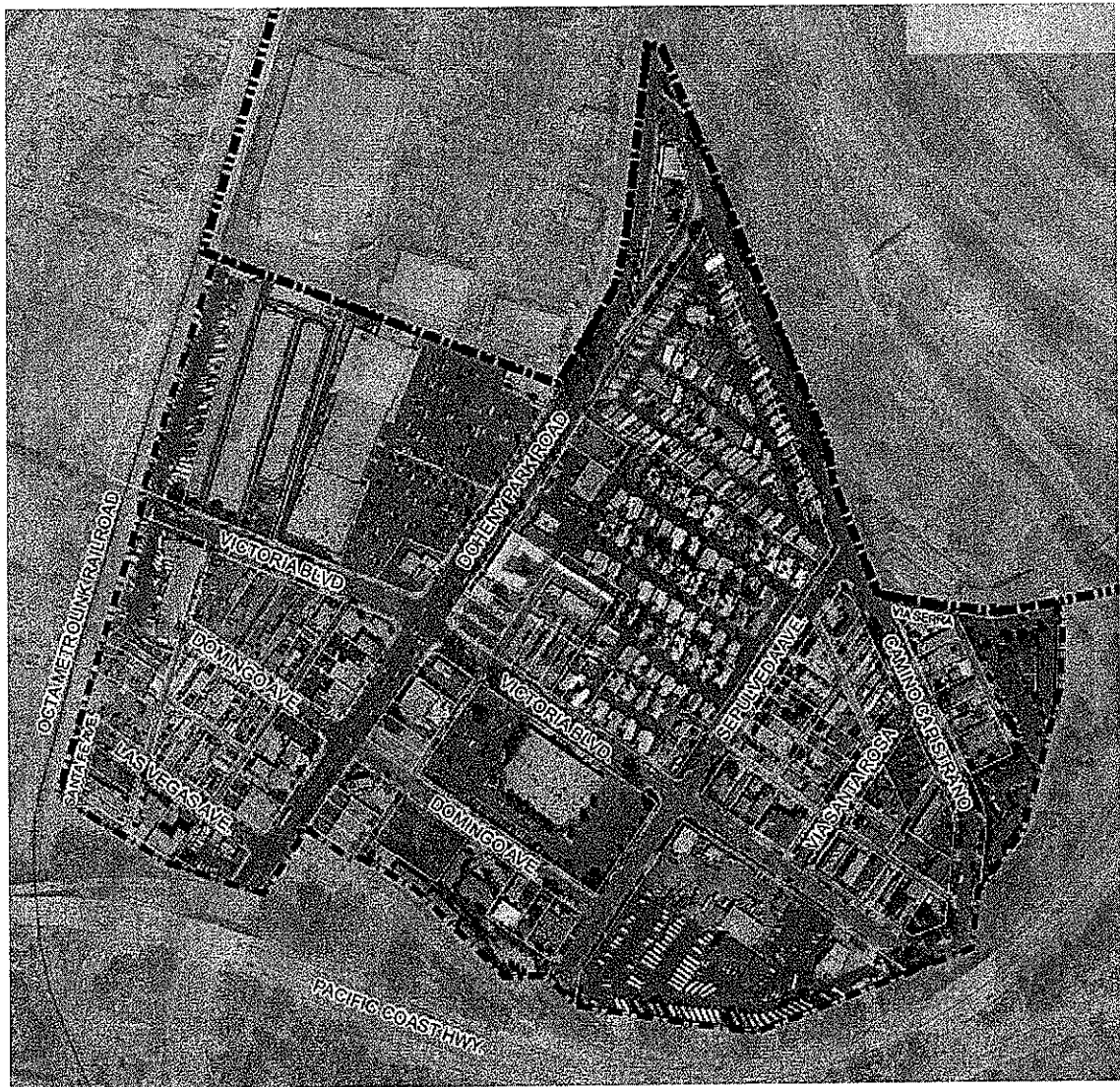
PROJECT UNDERSTANDING

Simply planning for a better village will not lead to its success; it will require a concerted effort by City leaders, area businesses, property owners, residents, new investors and the community. Fortunately, the City has many of the tools in place to help create an environment for the Doheny Village's future success. Dana Point is well primed to move forward in shaping a new future for its Doheny Village; a future that will be filled with exciting opportunities for revitalization in a sustainable manner.

The purpose of the Doheny Village Plan is twofold. First, it is intended to act as a catalyst for economic revitalization through the provision of effective development incentives, a realistic mix of land uses and a variety of measures aimed at improving the Village's physical appearance. Second, it will establish a set of development criteria (regulations and guidelines) that define the City's expectations for quality design and sustainability within the framework of an overall master plan. The Doheny Village Plan will establish the "vision" for what Doheny Village should strive to become in the future through the creation of goals, policies, development standards, design guidelines and streetscape improvements. As revitalization progresses, this will allow each parcel and infill project to be evaluated as a contributing "puzzle piece," each playing an important role in the overall development pattern for a revitalized and sustainable Doheny Village. A copy of the Planning Area Map is provided below.

City of Dana Point

Sustainable Communities Planning Grant and Incentives Program Application



DOHENY VILLAGE PLAN

Components

The City of Dana Point has drawn its attention to the future revitalization of its Doheny Village area as a juncture of favorable circumstances. Ultimately, this significant area is envisioned to be a desirable and attractive destination to live, work, invest and thrive which in turn would generate a vibrant catalyst for the much needed revitalization of Doheny Village.

The Doheny Village Plan will be comprised of the following sections:

- ❖ Introduction which sets the tone and outlines the philosophies of the Doheny Village Plan. This encourages the spirit for developers to meet the intent of the Doheny Village Plan. This results in projects with innovative and superior urban designs.
- ❖ Community Profile and Characteristics which provides a community profile of the City and the Doheny Village area, and information to help understand the marketplace and recognize the types of projects that have the greatest opportunities.

- ❖ Land Use Regulations and Development Standards that are a series of specific standards for the site. Through the adoption of the Doheny Village Plan as new standards will be established to facilitate new development opportunities. While the Plan will be prepared to regulate all new development and the revitalization/rehabilitation of existing buildings and structures, it is also intended that any non-conforming uses would be subject to the provisions of the City's Municipal Code.
- ❖ Development Review Process which is the procedure to be utilized in the review and approval of all future new developments and, as noted above, the revitalization/rehabilitation of existing buildings and structures within the Doheny Village area, in which such developments will be evaluated and processed by the City Council. The role of the City Council will be to review proposals to ensure consistency with the Doheny Village Plan.
- ❖ Exploration as a Cultural/Arts District with a strong emphasis in cultural and art activities, mixed with other complementary uses such as retail, restaurants and live/work artists' lofts. The district could provide an opportunity to create a concentration of art and cultural uses and buildings in a cohesive plan and become a cultural center.
- ❖ Urban Design and Streetscape Guidelines which are the strategies to enhance the aesthetics of property development as well as public improvements.
- ❖ Future Implementation Programs which are to be explored by the City Council, including the creation of future improvement districts within the site area.
- ❖ Future Public Improvement Projects which are to be considered for initiation by the City Council, including the implementation of a streetscape master plan for the site.
- ❖ Environmental Impact Report Executive Summary that will provide a discussion of the environmental assessments that were conducted, pursuant to the requirements of the California Environmental Quality Act, to evaluate any potential environmental impacts that may be created through the implementation of the Doheny Village Plan, and a summary of the mitigation measures to be adopted in order to address any potential environmental impacts.

Phase I – Development of Doheny Village Plan

The City of Dana Point will build upon smart growth implementation efforts by preparing and processing a Doheny Village Land Use Plan consistent with the goals of the City's General Plan and SB 375, and is expected to include components to reduce passenger vehicle gas emissions and vehicle-miles traveled through infill, compact development and creating a more pedestrian and walkable community through revitalization with improved transportation, land use mixes and quality of life. This innovative Plan will be comprised of land use regulations, development standards, and design guidelines that will set in place the mechanisms for fostering neighborhood and economic revitalization consistent with the State's Planning Priorities, including promoting infill development and investment in existing communities, protecting, preserving and enhancing resources, and encouraging location and resource efficient new development. The resulting new infill development will help to reduce greenhouse gasses through new construction which will utilize sustainable practices through new energy-efficient building codes and utilizing the City of Dana Point program in existence which waives fees for energy-generating solar systems for residential development. The Doheny Village Plan will be prepared pursuant to the regulations of the California Government

Code in a sustainable manner to meet the needs of the Capistrano Beach area and greater Dana Point and regional community.

Develop Doheny Village Plan. The City will conduct the following activities to develop the Doheny Village Plan:

Task 1. Base Data

1. A working base map and other information have been begun by the City for use in planning. The base map will be in electronic form and will include topography, street rights-of-way and parcelization. Additional information will be assembled on the base map related to land use, ownership pattern, flood plain, environmental constraints, utility constraints, easements and historic resources.
2. The City's Urban Design Consultant, ROMA, will review information assembled by the City and will undertake a visual reconnaissance of the site and obtain current aerial photographs for use in planning and will also photographically document existing conditions, distinctive features, views and vistas.

Task 2. Framework Concept Plan

A Framework Plan, identifying topographic and landscape features, development opportunity areas for infill and major new development as well as general concepts for treatment of edges, linkages, gateways and streetscape will be prepared.

Task 3. Steering Group Meeting #1

The purpose of this meeting is to review the Framework Plan and define the goal statement, specific objectives and guiding principles that all alternatives should strive to achieve.

Task 4. Preliminary Land Use and Development Concepts

Three alternative concept plans will be prepared for Doheny Village that will be sufficiently developed to provide a sense of the three-dimensional characteristics and the general land use and development potential. Each of the options will indicate how they might achieve a sense of place, linkages and the potentials of the site. All concepts will include sustainable components consistent with the City's General Plan and SB 375. The three concepts could include the following:

1. Commercial emphasis
2. Mixed Use moderate density
3. Mixed Use high density

Task 5. Steering Group Meeting #2

A meeting will be held with the Steering Committee to review the concepts, and to define potential refinements and modifications.

Task 6. Stakeholder's Meetings

A number of stakeholder meetings will be held to gain preliminary input on the findings to date and the concepts that have been developed as well as to build support for the

planning process. The stakeholders would be selected by the City and could include major property owners, potential developers, neighborhood representatives and community advocates) members of the arts and music communities, other members of the City Council and representatives of the Planning Commission.

Task 7. Town Hall Meeting

A Town Hall meeting will be held to get broad input from the community as a whole and to build support for the planning efforts. It is anticipated that this meeting would be hosted by the City using PowerPoint presentations, large prints of the concepts for table discussions and mark-ups. It is assumed that each of the tables will have a member of the Planning Department staff to guide the process and to take notes on the comments received. At the conclusion of the meeting, the planning staff table representatives will summarize what they have heard to the group as a whole. The City and consultant will work to see that appropriate information is disseminated to the local media prior to the Town Hall meeting and afterwards.

Task 8. Steering Group Meeting #3

A meeting will be held to debrief from the stakeholders and Town Hall meeting and to brainstorm in a charrette fashion a preferred concept, which could be one of the selected alternatives or a hybrid. It is assumed that this charrette style workshop will take approximately a half day. During this workshop, the consultant will sketch and document the direction that is received.

Task 9. Planning Document Preparation

The planning document will be prepared in draft and final form and will include the following:

- ✓ Vision, Goals, Specific Objectives and Guiding Principles, including sustainability topics consistent with SB 375 goals to reduce vehicle miles traveled, use of infill and compact development, and creation of a more pedestrian and walkable community through revitalization with improved transportation, land uses and quality of life.
- ✓ Sketches, illustrations and precedents depicting the desired character and quality
- ✓ Plans and Policies for Land Use, Circulation, Open Space
- ✓ Design Guidelines and Development Standards
- ✓ Recommendations for General Plan and Coastal Plan Amendments and Zoning Changes
- ✓ Recommendations for Streetscape and Open Space Improvements
- ✓ Preliminary Implementation Strategy and Next Steps

Phase II – Project Coordination, Community Participation and Public Outreach Program

Stakeholder Identification/Database: The City will identify groups and key individuals with an interest in the process. Stakeholders will include the City officials, residents, major property owners, business and service organizations, local media and others. A database will be initiated listing all stakeholders identified and will be expanded as the process continues. Everyone in the stakeholder database will receive materials that will keep them apprised of the process, and how they can get involved. Throughout the process, the database will be updated to reflect changes and additions as a result of public meetings, elections, appointments, and other events.

Meetings & Briefings: Throughout the course of the planning process, meetings will be held with key stakeholders to provide accurate information about the process, as well as gain an understanding of issues and concerns and identify areas of consensus and controversy. Meetings will include the following:

Presentations to City Council and Planning Commission: Presentations will be made at public meetings to the City Council and the Planning Commission throughout the course of the project's development to ensure that they, as well as the community, are fully apprised of the project status.

Website and Public Information: This grant application, as well as other public information relating to the Doheny Village Plan, will be placed on the City's website. Other community outreach tools including advertising, inclusion in City newsletters and quarterly Recreation Guides mailed to Dana Point households, and notification through the City's Facebook and Twitter announcements will be utilized to inform and engage the public, as appropriate.

Project Brand/Identity: To build excitement and interest for the process, a unique brand may be created. Beyond the design of logos and slogans, the brand can convey the program's goals, communicated through multiple touch points on a consistent basis.

Public Outreach Summary Report: At the conclusion of the public outreach program, the City will prepare a final report of the steps that were taken to ensure citizen and public agency involvement. The public outreach process will be documented and all issues raised throughout the process will be summarized.

Update/Status Presentation Series: An update/status presentation series is also envisioned to further inform the community of the project as it proceeds. City staff will be responsible for this portion of the outreach and will present updates to the various community groups, service clubs and organization to further communication of the project process.

Phase III – Technical Studies and Reports

The City of Dana Point is proposing to prepare the necessary Technical Studies and Reports related to air quality, circulation and mobility, infrastructure, land use, noise, water quality, parking and market feasibility in order to substantiate the analyses, findings and mitigation measures for the Doheny Village Plan and the corresponding environmental documents. Although the preparation of a environmental documents is not included as part of the grant application, due to the fact that such work product is not an eligible activity under the grant guidelines, the City of Dana Point finds that the need for the completion of these studies and reports are a critical and valuable component in order to ensure the success of the proposed Doheny Village Plan.

STEP 1 - THRESHOLD REQUIREMENTS

Page 1 of 12

1. Describe how the Proposal is consistent with the State's Planning Priorities, Section 65041.1 of the Government Code.

- a. Promote infill development and invest in existing communities;

The Doheny Village Plan will promote new infill and compact development through the creation of new zoning regulations, development standards and design guidelines, replacing the antiquated standards that have historically hindered the area from realizing its potential as a thriving community. The new Plan with its standards and guidelines will be designed to promote revitalization of existing development and new development, all with the goal of creating an attractive, sustainable and walkable community for its residents to live, shop and work within.

- b. Protect, preserve and enhance environmental and agricultural lands, and natural and recreational resources; and

There are no environmentally sensitive habitat areas or agricultural lands within the boundaries. However, within the surrounding area are the Pacific Ocean at Doheny Beach and Salt Creek. The City is actively engaged in water quality efforts to protect these important natural resources. With vigilant oversight for water quality and other protection measures for any resulting development from the Plan, it is expected nearby resources will be protected and infrastructure will improve runoff and other factors affecting the natural resources nearby. It should also be noted that the Doheny Village planning process is expected to examine opportunities for additional green, planted landscape spaces, resulting in permeable surfaces, and reducing dusty vacant lots.

- c. Encourage location and resource efficient development

With its excellent proximity to major transportation corridors and the adoption of a new land use plan that provides the framework for more dense, compact, energy efficient and sustainable mixed-use development, the Doheny Village could become a dynamic, walkable community for people to live, work, play, and socialize/shop.

2. Describe how the Proposal will (and include in work plan) reduce, on as permanent a basis that is feasible, greenhouse gas emissions consistent with:

- a. California's Global Warming Solutions Act of 2006

- i. How will the Proposal reduce greenhouse emissions as compared with business as usual through 2020 and beyond?

The Doheny Village Plan will include several strategies to reduce greenhouse emissions, reduce vehicle miles traveled and improve air quality, including: increased landscaping, compact/infill development, improved opportunities for alternative transportation (pedestrian, bicycle, transit), construction through modern energy-saving methods and reduced dust from vacant land parcels.

- ii. Identify the indicators that will be used to measure whether the Proposal will meet greenhouse gas emissions reduction targets or requirements?

Indicators include decreased vehicle miles traveled, increased transit ridership, and increased retail and work opportunities within the area. It is expected that the Doheny Village Plan will include mixed-use zoning for increased floor area ratios and housing density, resulting in increased jobs and housing units along the transit corridors within the area. Infill and compact development will provide increased walkability between commercial and residential space for jobs and shopping opportunities, increasing pedestrian and bicycle travel and reducing vehicle miles traveled.

- b. Any applicable regional plan i.Cite any applicable regional plan(s).

The Doheny Village Plan is expected to increase the housing supply and the mix of housing types, tenure and affordability, including lower-income households which is consistent with the California Regional Housing Needs Assessment (RHNA) plan for the City of Dana Point. The Doheny Village Plan also corresponds with goals of the Southern California Association of Governments (SCAG) Regional Transportation Plan.

- i. Describe how your Proposal will be consistent with the greenhouse gas emission reduction strategies in the applicable regional plan(s).

The Doheny Village Plan corresponds with goals of the Southern California Association of Governments (SCAG) Regional Transportation Plan through planning residential and commercial job centers near transportation, walkable community principles to work/live/shop/gather and through reduced vehicle miles traveled, including improved environment for bicycle and pedestrian travel.

3. Meet the Collaboration Requirements of the focus area applicable to the Proposal (See Section II). A. See Section III, Focusing Funds, for the Collaboration Requirements applicable to the Proposal.

The Doheny Village Plan is an "Infill Plan" as described under Eligible Proposals in Section III, Focusing Funds, and meets many of the criteria listed in Section II, Purpose and Goal, especially including improved air and water quality, increased infill and compact development, improved infrastructure systems, promoted energy efficiency and conservation and strengthened economy. The City of Dana Point is proposing a comprehensive public outreach strategy utilizing new and traditional media, meetings with key stakeholders and City officials, and grassroots outreach approaches.

The City of Dana Point has received a letter, dated August 26, 2010, from Southern California Association of Governments (SCAG) stating the consistency of the Doheny Village Plan with regional goals.

STEP 2 - PROGRAM OBJECTIVES

EDC Set Aside Applications

1. How will the proposed project benefit the residents within the EDC?

Response: A revitalized Doheny Village will benefit residents in several ways: an improved quality of life, including increased walkability, improved transportation options, job options as formerly-vacant commercial space is leased and new commercial space is constructed, housing options as new mixed-use residential units are added to the neighborhood, and increased safety as infill projects are completed and underutilized sites are improved. It is expected the Doheny Village will result in public and private investment in the area indicated by streetscape and landscape improvements, lighting, sidewalks, new shopping and dining options, enhanced public spaces and improved transportation options.

2. What indicators will be used to measure benefits to the EDC?

Response: Reduced vacancy rates, public improvements through improved infrastructure systems, private investment through property owner rehabilitation and developer purchases for purpose of mixed-use and other new development, number housing units constructed, vacant and underutilized sites enhanced through incentives developed in Doheny Village Plan.

- a. How does the proposed project remove barriers to sustainability within the community?

Response: Outdated land use regulations in place at time of City incorporation and lack of private and public investment in the area has resulted in a decline for the

residential and business community of Doheny Village within the more vibrant Capistrano Beach area of Dana Point. Changes in the land use regulations and incentives for renewal are expected to remove barriers to prompt infill projects using modern sustainability construction methods and water conservation BMPs under a more compact development type than was originally constructed. By leveraging the Doheny Village location along two major state-wide corridors, Pacific Coast Highway and Interstate Highway 5, and regional arterial Doheny Park Road, there are many opportunities to permanently reduce automobile usage and fuel consumption. The Plan for a revitalized Doheny Village will bring more jobs to the area, more shopping opportunities within reach, and various types of housing opportunities. The Plan is intended to encourage location and resource-efficient development.

Improve Air and Water Quality

Air Quality

1. What strategies (see Glossary) will be used to meet the air quality objective?

Response: The Doheny Village Plan will include several strategies to improve air quality, including: increased landscaping, compact/infill development, improved transportation (pedestrian, bicycle, transit), construction through modern energy-saving methods and reduced dust from vacant land parcels. Public and private improvements will allow application of the General Plan goal to reduce air pollution through land use, transportation and energy use planning.

2. What indicator(s) will be used to measure the outcomes?

Response: The primary factor affecting air quality is emissions from vehicles, which will be reduced emissions and vehicle miles traveled through new incentives and regulations allowing more compact infill development, with planned residential units near commercial areas that are conducive to pedestrian and bicycle circulation.

3. How will the proposal be consistent with the State Implementation Plan (see Appendix O), as specified by the local air district?

Response: All public and private improvements and development activities will comply with the Air Resource Board State Implementation Plan. The Doheny Village Plan will provide many opportunities to reduce emissions from vehicles and improve air quality essential to overall quality of life.

Water Quality

1. What strategies will be used to meet the water quality objective?

Response: The City of Dana Point, including Doheny Village, is proactive about water quality. The City has a dedicated, full-time Water Quality Engineer working on water conservation, water runoff and ocean water quality. The City has adopted a comprehensive Water Quality Management Plan to address urban runoff and stormwater on all new development. Revitalization will provide opportunities to use Best Management Practices (BMPs) and apply the plan to improve water quality in the region through.

2. What indicator(s) will be used to measure the outcomes?

Response: BMPs to be applied to all private and public construction projects and compliance to the City's Water Quality Management Plan and Low Impact Development planning from early design phases to ensure BMPs are in place to permanently decrease runoff affecting water quality.

3. How will the proposal be consistent with the Integrated Regional Water Management Plan (see Appendix O)?

Response: The City's comprehensive Water Quality Management Plan was approved by the San Diego Regional Water Quality Control Board as compliant. This is the

regional agency designated by the Integrated Regional Water Management Plan. Though no construction is planned in the Doheny Village land use document, the goal of the Plan is to result in public and private projects to revitalize this community and is expected to result in several infill projects which will comply with the City's Water Quality Management Plan, approved within the Integrated Regional Water Management Plan.

Promote Public Health

1. What indicators will be focused on to meet the public health objective?

Response: Increased walkability through improved transportation and circulation and compact infill development, increased social and economic development through enhanced public spaces and increased job options and new businesses.

2. Describe how the proposal addresses and responds to the definition of a healthy community (see Appendix G).

Response: The Doheny Village Plan is consistent with the CA Strategic Growth Council goal for public health and Healthy Communities. Some specific examples resulting from the Doheny Village Plan include: improvement of transportation options, quality and sustainability of the environment, improved economic development through revitalization with reduced vacancies and new construction, social development through opportunities for enhanced public spaces, increased housing options, livable and walkable community enhancements, and efforts to ensure social relationships in a safe community, free of crime and violence.

3. Describe how, in the development and implementation of the proposal, public health co-benefits and potential adverse health consequences will be identified, and for any identified negative consequences that may be associated with the Proposal, the approach to mitigating or preventing these consequences.

Response: The proposal is a land use plan which is expected to revitalize the residential and commercial area known as Doheny Village. There are no potential adverse health consequences anticipated.

4. Describe the extent and nature of the coordination and collaboration with the local health officer/health department for the cities and counties included in your agency's jurisdiction or covered by the scope of the Proposal.

Response: The City of Dana Point works closely with the County of Orange Health Agency as well as Mission Hospital, which serves many Dana Point residents. Currently, the City is working with Mission Hospital to increase affordable housing availability in Dana Point, including discussions of housing in the Doheny Village area of the City.

Promote Equity

1. What strategies will be used to meet the equity objective?

Response: By adjusting the regulations and goals to encourage mixed-use housing/compact development, improved transportation and circulation, and expected outcomes of the Doheny Village Plan: increased opportunities for housing, jobs, transit and walkability will be provided, enhancing the quality of life.

2. What indicator(s) will be used to measure the outcomes?

Response: The Doheny Village Plan, when implemented, is expected to increase access to transportation, provide a range of additional housing options, and improve job growth, quality and options.

3. Explain how disadvantaged communities will be engaged in the planning process for the proposed outcomes.

Response: Local groups, including representatives of two churches in the area and housing advocates, have requested to be included in the process. A list of interested parties is being developed in order to be included in the process of development of the Doheny Village Plan.

Increases Housing Affordability

1. What strategies will be used to meet the housing affordability objective?

Response: The in-depth analysis process of the Doheny Village plan preparation will allow identification of opportunities for housing, including those in mixed-use and compact development patterns that often provide a mix of unit sizes with smaller units that may be more affordable. The Doheny Village area includes one of the City's identified underutilized sites that is listed as a potential housing site in the 2009 Housing Element of the General Plan. The 5.6 acre site has been analyzed and could provide 135-200 units.

2. What indicator(s) will be used to measure the outcomes?

Response: Increase the housing supply in Doheny Village to address the Regional Housing Needs Assessment allocation for Dana Point, including the very low and low income categories that are not easily met by traditional housing development patterns.

3. How will the proposal be consistent with housing affordability requirements under the RHNA (see Appendix O)?

Response: The Doheny Village Plan is expected to increase the housing supply and the mix of housing types and affordability, including lower-income households.

City of Dana Point – Regional Housing Needs Assessment (RHNA)					
	Very Low	Low	Moderate	Above-Moderate	Total
1998-2005 RHNA	85	50	86	229	450
Constructed	0	41	61	244	346
Unmet Need	85	9	25	0	119
2006-2014 RHNA	15	12	13	28	68
Combined RHNA	100	21	38	28	187

Promote Infill and Compact Development

1. What strategies will be used to meet the infill and compact development objective?

Response: Since the incorporation of the area by the City in 1989, and even well prior to that, little to no new development has occurred in the Doheny Village area. Consistent with the CA Strategic Growth Council goal for public health and Healthy Communities, the Doheny Village Plan will promote new infill and compact development through the creation of new zoning regulations, development standards and design guidelines, replacing the antiquated standards that have historically hindered the area from realizing its potential as a thriving community. The new Plan with its standards and guidelines will be designed to promote revitalization of existing development and new development, all with the goal of creating an attractive, sustainable and walkable community for its residents to live, shop and work within. Another component of the plan could be the creation of a designated arts district that provides opportunities for artist live-work housing.

2. What indicator(s) will be used to measure the outcomes?

Response: It is expected the Doheny Village Plan will include mixed-use zoning for increased floor area ratios and housing density, resulting in increased jobs and housing

units within ½ mile of the Pacific Coast Highway transit corridor and I-5 Highway. Infill and compact development will provide increased walkability between commercial and residential space for jobs and shopping opportunities, increasing pedestrian and bicycle travel and reducing vehicle miles traveled.

Revitalize Urban and Community Centers

1. What strategies will be used to meet the urban and community center objective?

Response: Doheny Village is an eclectic community that contains the original downtown commercial area of Capistrano Beach yet, from a development standpoint, the area has remained virtually unchanged for decades. While the area is comprised of a mixture of commercial retail, restaurant, office, industrial, mobile home parks, and other various residential uses, it has not kept pace with other areas of the City and remains to have significant revitalization potential. With its excellent proximity to major transportation corridors and the adoption of a new land use plan that provides the framework for more dense, compact, energy efficient and sustainable mixed-use development, the area could become a dynamic, walkable community for people to live, work, play, and socialize/shop.

2. What indicator(s) will be used to measure the outcomes?

Response: The Doheny Village Plan is expected to result in private and public investment throughout the Village boundary, substantially increasing dollars spent on infill/compact development to replace existing underutilized, sprawling and inconsistent development patterns. It is expected public investment in renewal and creation of public improvements will promote the walkability to improve the quality of life in the Village.

Protect Natural Resources and Agricultural Land

1. What strategies will be used to meet the natural resources and agricultural land objective?

Response: There are no environmentally sensitive habitat areas or agricultural lands within the boundaries. However, within the surrounding regions are the Pacific Ocean at Doheny Beach and Salt Creek. The City is actively engaged in water quality efforts to protect these important natural resources. With vigilant oversight for water quality and other environmental protection measures for any resulting development from the Plan, it is expected nearby resources will be protected and infrastructure will improve runoff and other factors affecting the natural resources nearby. It should also be noted that the Doheny Village planning process is expected to examine opportunities for additional green, planted landscape spaces, with permeable surfaces and providing fewer paved and dusty areas.

2. What indicator(s) will be used to measure the outcomes?

Response: Though there are no existing natural areas to protect, nearby resources will be protected through improved infrastructure that may be currently impacting areas in surrounding region.

3. How will the proposal be consistent with the California Wildlife Action Plan, Natural Community Conservation Plan and the Surface Mining and Reclamation Act (see Appendix O)?

Response: There are no natural resources or agriculture land in the Doheny Village Planning Area. Therefore, implementation of the proposed project would not result in adverse impacts to any wildlife, habitat, or plant communities, agriculture or mineral resources.

Reduce Automobile Use and Fuel Consumption

1. What strategies will be used to meet the automobile use and fuel consumption objective?

Response: The Doheny Village Plan will promote new infill and compact development through the creation of new zoning regulations, development standards and design guidelines, replacing standards that have historically hindered the area from realizing its potential. The new Plan with its standards and guidelines will be designed to promote revitalization and to create an attractive, sustainable, walkable community with improved pedestrian and bicycle travel paths for residents to live, shop and work with shorter distances in between, reducing the need for vehicle trips.

2. What indicator(s) will be used to measure the outcomes?

Response: Decreased vehicle miles traveled, increased transit ridership, increased retail and work opportunities within area. It is expected that the Doheny Village Plan will include mixed-use zoning for increased floor area ratios and housing density, resulting in increased jobs and housing units along the transit corridors within the Doheny Village area. Infill and compact development will provide increased walkability between commercial and residential space for jobs and shopping opportunities, increasing pedestrian and bicycle travel and reducing vehicle miles traveled.

3. How will the proposal be consistent with the California Transportation Plan (see Appendix O)?

Response: It is expected the Doheny Village Plan will include mixed-use zoning for increased floor area ratios and housing density, resulting in increased jobs and housing units within ½ mile of the Pacific Coast Highway transit corridor and I-5 Highway. Infill and compact development will provide increased walkability between commercial and residential space for jobs and shopping opportunities, increasing pedestrian and bicycle travel and reducing vehicle miles traveled. This is consistent with Transit Oriented Development goals, SB 375 goals for the State and Southern California Association of Governments (SCAG), and the California Transportation Plan of the Department of Transportation.

Improve Infrastructure Systems

1. What strategies will be used to meet the infrastructure systems objective?

Response: The Doheny Plan would include an implementation component for public improvements to streets, medians, sidewalks, landscaping, lighting, alleys and bike paths. Additionally, opportunities for improving pedestrian/bicycle path connections from Doheny Village to coastal recreational opportunities would be evaluated. Water and sanitary sewer service would need to be evaluated for its ability to serve greater development potential for the area. Currently, utilities providing electrical, phone and cable service in Doheny Village have service delivered in overhead utility lines. New development would be required to have those utilities placed underground.

2. What indicator(s) will be used to measure the outcomes?

Response: Increased opportunities for walking and bicycle travel, increased opportunities for public spaces such as parks and plaza areas, increased transit opportunities such as bus cut outs and trolley stops which will increase ridership, and improvements to local area water and sanitary sewer service, site specific structural BMP's for water quality as well as undergrounding of utilities as a result of new development.

Promote Water Conservation

1. What strategies will be used to meet the water conservation objective?

Response: Development within the Doheny Village Plan area will be required to comply with the City's recently adopted Water Efficient Landscape Ordinance that

requires water conservation measures through the appropriate design, installation, and maintenance of landscape and irrigation systems. New and remodeled landscape projects meeting or exceeding the area requirement will be required to develop plant pallets that cluster plants with similar watering needs while also utilizing more of a native plant pallet and the use of irrigation systems utilizing sensors that monitor high water flow, climatic conditions, and soil moisture to regulate overall water use. The City regulates water use in construction projects which includes the requirements for water conserving fixtures and fittings for all new construction projects in the City

2. What indicator(s) will be used to measure the outcomes?

Response: Water use in the City is monitored by the three water purveyors serving the City. Enforcing water overuse is coordinated with the water purveyors serving the City and the City's Water Quality Engineer. All new and remodeled landscape installations require certification by the landscape architect verifying compliance with water conservation principles of the Water Efficient Landscape Ordinance. These efforts, including new construction prompted by the Doheny Village Plan, will result in the reduction of residential and commercial water usage.

3. How will this proposal help the State achieve its goal to reduce water consumption 20 percent by 2020?

Response: Implementation of the Water Efficient Landscape Ordinance will assist in the achievement of the States' water consumption goal by reducing water use in significantly sized landscape installations for new and remodeled landscape projects throughout the City and required water conserving fixtures and fittings for new and remodeled construction projects.

4. Explain how this proposal is consistent with the Integrated Regional Water Management Plans.

Response: The Water Efficient Landscape Ordinance was prepared in conjunction with other County of Orange agencies, spearheaded by the Metropolitan Water District of Orange County (MWDOC) to provide a consistent approach to the requirements of AB 1881 as they relate to Orange County. Implementation of the Ordinance will not only meet State requirements, but also maintain consistency with MWDOC's goals and policies relating to water conservation.

Promote Energy Efficiency and Conservation

1. What strategies will be used to meet the energy efficiency and conservation objective?

Response: With its close proximity to major transportation corridors, including Pacific Coast Highway, Interstate 5 Freeway, and the OCTA/Metrolink rail line, Doheny Village would become a regional node containing a mixture of uses in close proximity including office, residential, retail, and civic uses. The Plan would be consistent with the State's Sustainable Communities and Climate Change Reduction policies in that it would encourage a mix of compact, sustainable commercial and residential development that takes advantage of existing transit systems, including but not limited to OCTA bus routes, Metrolink Rail, and the OCTA "Go Local" Tri-City Trolley system. The plan would provide development incentives that encourage sustainable, green building practices, promote energy efficiency through new energy efficient building codes, utilize Dana Point's existing fee waivers for solar and wind power, recycling, conservation of water resources as well as site BMP's for improved water quality.

2. What indicator(s) will be used to measure the outcomes?

Response: Decreased residential, commercial and governmental energy consumption.

Strengthen the Economy

1. What strategies will be used to meet the economy objective?

Response: Doheny Village is in need of revitalization. As an economically disadvantaged area, particular attention needs to be given to a successful Doheny Village Plan to prompt public improvements to the infrastructure, land use regulations that create incentives for private investment by property owners and developers, and opportunities for a variety of retail and commercial businesses to serve the community. This new environment will allow jobs and shopping opportunities for existing residents and attract new residents to add a new vibrancy to area with new housing units, commercial development, public investment in streets, sidewalks, landscaping, lighting, utilities and transportation, the area will become an economically diversified.

2. What indicator(s) will be used to measure the outcomes?

Response: Outcomes include: increased number and variety of jobs, including green jobs, expansion and development of new businesses, reduced commercial vacancies, increased property values, and increased sales tax generated.

STEP 3 - PROGRAM CONSIDERATIONS

1. Proposal demonstrates ongoing collaboration with state, regional and local, public and private stakeholders and community involvement (include in work plan).

- a. Describe tasks undertaken by all entities involved in the work plan.

Response: The City's General Plan has long-stated the City intention to translate the vision of a vital Doheny Village into reality. The preparation of the requested Doheny Village Plan will allow the City to carry out its vision to transform the Doheny Village area into a center of economic growth and community pride.

- b. Describe how other entities will be engaged in the development and/ or implementation of the Proposal (e.g., local governments, state entities, COGs, MPOs, transit agencies, health agencies, air districts, local businesses, landowners, general public, environmental groups, low income households and/ or groups that represent them, etc).

Response: A Steering Committee comprised of representatives from the various City departments and local public agencies is envisioned to meet throughout the process as goals and policies are developed to gain further insight into the issues and to ensure collaboration. The Committee will collaborate to direct the work and to identify methods for monitoring or measuring success. The Committee members will provide input to the City based upon their respective knowledge of the City, and any area of special expertise that they may have.

- c. Describe how the community will be engaged in the planning process.

Response: The City of Dana Point is proposing a comprehensive public outreach strategy that offers all interested members of the community with the opportunity to be involved in shaping the future of the Doheny Village area. The outreach effort will focus on building buy-in and consensus among stakeholders by creating opportunities for all interested stakeholders to engage in dialogue (at whatever level they are able) and then integrating their feedback into the process. The City will use a fully integrated approach to reach out to the community - utilizing new and traditional media, meetings with key stakeholders and City officials, and grassroots outreach approaches (including online efforts). Through close coordination, positive messaging, and outreach efforts that make it easy for interested stakeholders to participate, the public outreach program will provide all interested parties and individuals an opportunity to get engaged in the dialogue to keep them informed of the process as it is happening. The public outreach program is designed to achieve the following critical objectives: 1) establish a positive and proactive public outreach program that solicits and incorporates feedback from

residents, businesses, government and elected stakeholders to get buy-in from all parties; 2) communicate effectively with the public, obtaining feedback, answering questions and allaying concerns; 3) inform, involve and listen to the public so that people feel they were heard and the final plans integrate their ideas when possible; 4) create a legitimate and inclusive public outreach process that allows those with a relevant stake in the efforts with multiple opportunities to participate; and 5) manage the public outreach program in a manner that minimizes cost and maximizes public support for the planning efforts and the resulting decisions.

2. Proposal demonstrates strategies or outcomes that can serve as best practices (BPS) for communities across the state. Note: Tools, processes and data funded by the grant must be posted on web-site.

- a. Does the proposal include tools or processes that could be easily accessed and used by other government agencies to develop plans or strategies for sustainable communities?

Response: The Doheny Village Plan is expected to revitalize old areas and prompt new development and reuse opportunities, allowing the City and community to be creative and incorporate best practices for the area, including new energy-efficient construction methods in compact/infill development. The City's consultant, ROMA Design Group, is an innovative leader in urban design and has a history of revitalization of recognized urban infill projects in areas facing changes and decline, including the Northeast Waterfront Area in San Francisco. It is expected the Doheny Village Area will also be seen as an example for a successfully revitalized sustainable community.

- b. How will your agency promote and share the Proposal's information, tools or processes?

Response: The City will place the information on its website, but will also promote expected success of the Doheny Village Plan through public outreach using traditional newsletters, electronic newsletters and social media outlets. It is expected the final Plan, and development opportunities resulting from the Plan, will result in presentations to developers, regional real estate community, and ROMA presentations to urban design, planning and architectural meetings and conferences.

3. Proposal is leveraged with additional resources, in-kind or funds. Identify in Appendix L, Budget.

- a. Identify funding sources and amount already committed to the proposal and expected timing of funds. Detail whether funds are in the form of cash contributions, in-kind services, volunteer effort, donated labor or materials, technical expertise, etc.

Response: The City Council has approved payment for the ROMA Design Group contract and the City will utilize significant Planning and Economic Development staff for in-kind resources. The grant will assist in payment of necessary technical analysis studies needed to complete the plan, including parking, circulation, traffic, market feasibility and environmental studies.

- b. Identify potential future funding sources and the amount expected to be committed to the proposal. Detail whether funds are in the form of cash contributions, in-kind services, volunteer effort, donated labor or materials, technical expertise, etc.

Response: The attached budget information outlines the Doheny Village Plan commitments. On June 14, 2010, the City Council voted to approve a contract with ROMA Design Group, which includes steering committee meetings, stakeholder meetings, town hall meetings, gathering base data, framework concept plan, preliminary land use and development concepts, and draft and final planning document preparation.

4. Proposal Addresses Climate Change Impacts.
 - a. Identify the potential climate change impacts on the population, or human or natural areas, or systems most vulnerable to those impacts within the planning area.

Response: The Doheny Village Plan is aligned with the goals of SB 732 and the Strategic Growth Council to "(a) ...improve air and water quality, improve natural resource protection, meet the goals of the California Global Warming Solution Act of 2006, to encourage sustainable land use planning, and revitalize urban and community centers in a sustainable manner; (b) ...to encourage the development of sustainable communities, such as those communities that promote equity, strengthen the economy, protect the environment and promote public health and safety; (c) provide, fund, and distribute data and information to local governments and regional agencies that will assist in developing and planning sustainable communities;" and seeks this grant "(d) to support the planning and redevelopment of sustainable communities."

- b. How does the proposal improve adaptation to the impacts for these populations, human or natural areas, or systems?

Response: As part of its Steering Committee, the City will include representatives from the local health agencies in order to ensure that the Doheny Village Plan promotes the improvement of public health. This new Doheny Village Plan will identify goals, policies, and objectives that contribute to greenhouse gas reduction measures, resource and energy conservation, waste diversion, trip count and commuting distance reductions, walkable and pedestrian-oriented development, building material waste reduction, green construction methods, water-efficient landscaping, stormwater harvesting, and appropriate site design. The Doheny Village Plan shall strive to achieve the objectives of AB 32 and SB 375 and goals of Healthy Communities and Sustainability.

5. Proposal serves an economically disadvantaged community.
 - a. How will this proposal specifically benefit a disadvantaged or severely disadvantaged community (see Glossary)?

Response: According to the Community FactFinder Report (Project ID: 10162), dated August 25, 2010, prepared by the California State Parks Department, the population of within the Doheny Village Specific Plan area is 2,760 (in which 238 people live below the poverty level), and the median household income is \$62,197 which is 71.3% of the \$87,200 median household income of the Orange County SCAG sub-region. Therefore, pursuant to Appendix A – Glossary of the grant application guidelines, the Doheny Village is eligible as a disadvantaged community. The Doheny Village Plan will achieve the following to specifically benefit this community: 1) prompt public improvements to the infrastructure; 2) establish land use regulations that create incentives for private investment by property owners and developers; and, 3) create opportunities for a variety of retail and commercial businesses to serve the community. This new environment will create jobs and shopping opportunities for existing residents and attract new residents to add a new vibrancy to the Doheny Village area.

- b. Discuss how the economically disadvantaged community has been and will continue to be engaged and participatory in the development of the proposal.

Response: The City of Dana Point is proposing a comprehensive public outreach strategy that offers all interested members of the community, especially those within the Doheny Village area, with the opportunity to be involved in the creation of the Doheny Village Plan in order to solicit their participation in shaping the future of the Doheny Village area. The City intends to utilize a fully integrated approach to reach out

to the community through new and traditional media, meetings with key stakeholders and grassroots outreach approaches.

STEP 4 - ORGANIZATIONAL CAPACITY

1. What is your organization's experience in completing this type of Proposal or similar Proposals? Is the expertise needed for the successful development of the Proposal available within the organization? If not, how do you plan to acquire it?

Response: The City of Dana Point has prepared successful plans involving land use regulations and developments standards for future development projects, including most recently a comprehensive plan for the City's Town Center. Currently in its early implementation phase, the Town Center Plan was developed after extensive public involvement, and has resulted in significant investment by developers, property owners and the City. Also, the City has been working with the County of Orange on a major Harbor Revitalization project. Though the project lead agency is the County, City staff has been instrumental to the forward progress of this project owned by the County but within the City of Dana Point's jurisdiction. Kyle Butterwick (Director of Community Development) serves as the City's Project Manager for the preparation of the Doheny Village Plan. Kyle Butterwick has been a Community Development Director for 25 years and has coordinated many major projects. Mr. Butterwick has a qualified staff, including professional planning and economic development staff assigned to this important City project. On June 14, 2010, the Dana Point City Council authorized the appointment of the ROMA Design Group to assist the City with the preparation of a plan for the Doheny Village. Should the City of Dana Point successfully secure grant funding under this application program, Mr. Butterwick will direct the ROMA Design Group to assist the City in preparing and processing its Doheny Village Plan. ROMA Design Group has extensive experience blending architecture, landscaping, planning and urban design, with focus on revitalizing urban infill sites, creating livable communities and designing lively public places. ROMA was instrumental in the creation of an effective Town Center Plan in Dana Point, and brings its deep experience and sustainable community focus to the Doheny Village area. Boris Dramov and Bonnie Fisher, Principals of ROMA Design Group, will be the leaders on the Doheny Village Plan and they will utilize their team of professionals as needed.

2. Do you have active partners that will be help develop the Proposal? How?

Response: The City of Dana Point will build upon its community partnerships developed through the Doheny Village Plan process to assist in the guidance of the development of the Doheny Village. Additionally, the City of Dana Point and ROMA have active, strong partnerships and expertise established to successfully complete the development of goals and objectives, policies and ordinances necessary for a sustainable Doheny Village Plan to prompt revitalization of this important area.

3. How will the Proposal be kept on schedule and within budget?

Response: As a standard project management tool for major assignments, such as the proposed Doheny Village Plan, City staff utilizes weekly project status updates as a method of listing tasks that have been completed and tasks to be completed along with the corresponding timeframes, and weekly project summary reports as a method of communicating project accomplishments as well as critical items which may arise needing further discussion and determination of appropriate course of action. In the past, these combined project management tools have been instrumental in enabling City staff to maintain project schedules and stay within project budgets.

4. If the Proposal goes over budget, explain you contingency plan to cover the cost.

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Response: As a common practice for its projects, the City of Dana Point typically allocates a contingency amount equal to approximately ten (10%) percent of the overall project budget which is intended to be utilized for unexpected tasks and costs. Accordingly, should Dana Point successfully secure grant funding under this application program for its Doheny Village Plan, the City will add an amount, from its City funds, equal to ten (10%) percent of the amount of the awarded grant. Should the project budget appear to be headed towards exceeding the budget beyond the amount of the contingency reserve, the City will evaluate the cause of the potential overage and determine if such additional effort is warranted prior to allocating additional funds.